

## Marking Rubric for Assignment 1 – Branding (10% of total Mark) Marked out of 20

Learning Outcome 1. Design a branding image for a company

Student name-

Part A – Branding Image for a company				
Clear, concise mission statement described. Name and description of company with links to mission statement, values, clear and insightful explanation of colours used and justification of target markets clearly described. Work referenced	Clear, mission statement described. Name and description of company with links to mission statement, values explanation of colours used and justification of target markets described. Work referenced	Mission statement described. Name and description of company with some links to mission statement, values. Some explanation of colours used and some justification of target markets. Some work referenced	Mission statement not clearly described. Poor or unsatisfactory description of name and company with little linking to mission statement, values, inadequate explanation of colours used and no justification of target markets described. Little or no referencing.	Mission statement either missing or inadequately described. Little or no explanation of name and description of company with no links to mission statement, values. No explanation of colours used and little or no justification of target markets. Work not referenced
10-9	8-7	6-5	4-3	2-0
Your mark:				
Comments:				
Total:				
Part B – Logo, name, letter head and business card				
Excellent logo, name and letter head created. Business card with all relevant details. Conference registration form contains all the relevant information with logo. Conference programme template contains all the relevant information with logo. Reference list complete.	Very good logo, name and letter head created. Business card with all details. Conference registration form contains all the information with logo. Conference programme template contains all the information with logo. One or two errors in reference list.	Good logo, name and letter head created. Business card with details. Conference registration form information with logo. Conference programme template contains information with logo. Some errors in reference list.	One or more of the Logo, name and letter head missing. Business card poor or unsatisfactory. Conference registration form contains errors with logo missing. Conference programme template contains errors with logo missing. Many errors in reference list.	Inadequate descriptions with many sections missing: Logo, name and letter head. Business card inadequate or missing. Conference registration inadequate or missing. Conference programme template inadequate or missing. Reference list incorrect or incomplete.
10-9	8-7	6-5	4-3	2-0
Your mark:				
Comments:				
Total:				